

safe sleeping image guide

How to demonstrate Safe Sleep with beautiful images

Updated 2022

**red
nose**
saving little lives



Thank you for being committed to Safe Sleep. Together we can keep saving little lives.

If you have a following online, you can have a direct influence on your audience's behaviour. In the same way you promote products and causes you believe in, we also hope you'll promote Safe Sleep practices in your content.

While you may know how to sleep your baby safely, your audience may not. If they see images of cots filled with soft items or a baby that appears to be asleep in a bouncer, they may think it's safe to do so.

We want to ensure that all content showing a baby sleeping follows the Safe Sleep guidelines, to help reinforce them for new parents.

How to use this guide

When planning and producing your content, refer to this guide to make sure you're promoting Safe Sleep practices.

Before you share an image, simply refer to the relevant examples in the guide. You'll see things that should and should not be shown in the photograph, as well as photos that show the guidelines in practice.

If you have any questions, you can visit the

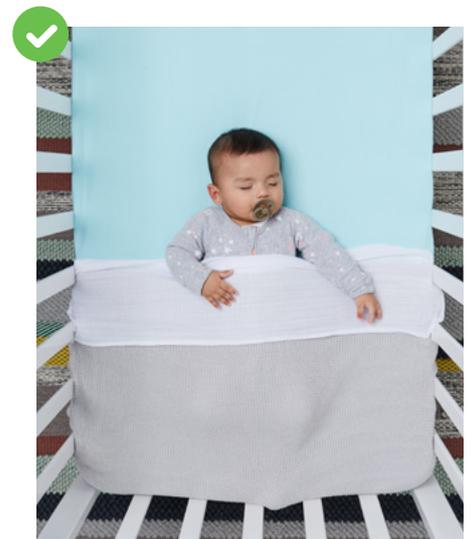
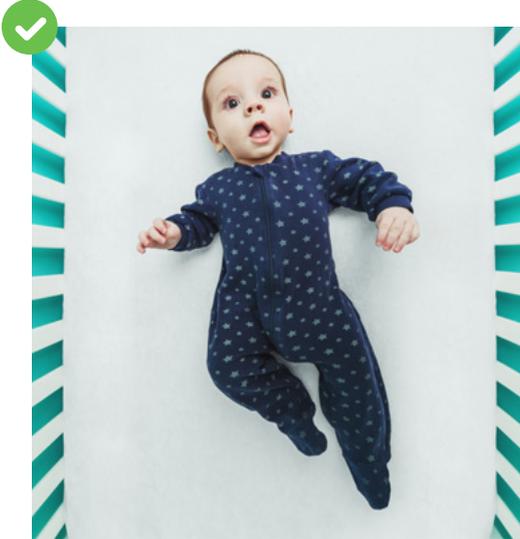
Safe Sleep Advice Hub
rednose.org.au

or

Safe Sleep Advice Line
1300 998 698

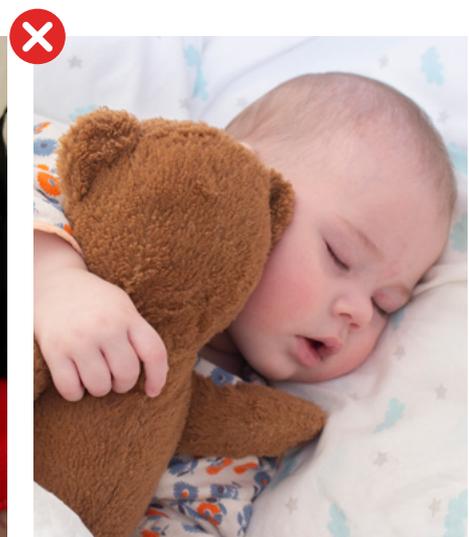
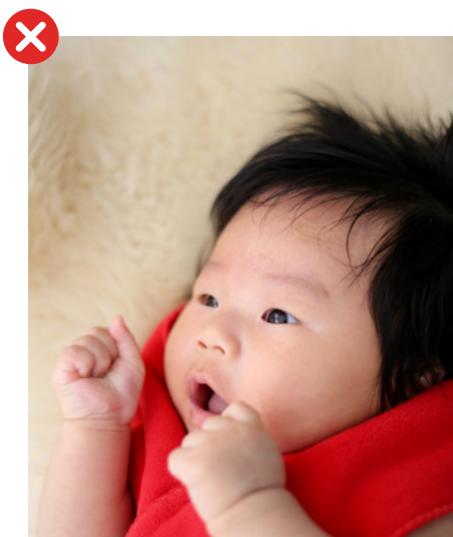
safe cot set-up

- Cot meets Australian standard AS/NZS 2172:2003
- Portacot meets Australian standard AS/NZS 2195
- Rail is up
- Mattress is fitted, firm, clean and flat
- Bedding is firmly tucked in with no ripples.



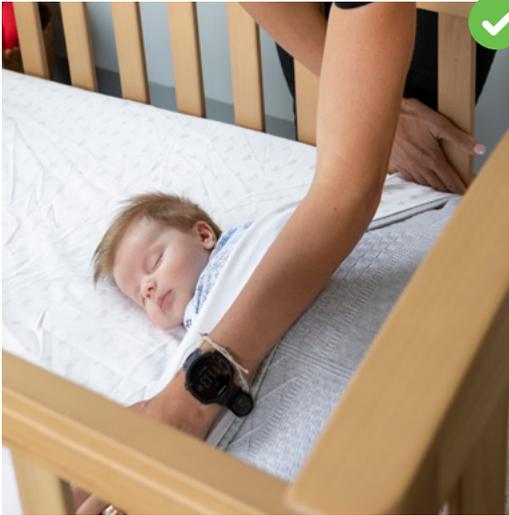
unsafe cot set-up

- Soft and bulky bedding such as doonas and lambs wool
- Pillows
- Cot bumpers
- Toys in cot
- Blankets hanging from the cot
- Mobiles
- Bunting
- Set up close to free standing furniture, windows or curtains.



safe sleeping position in a cot

- Baby on back
- Head and face uncovered
- Feet to bottom of cot
- Blankets tucked in firmly with arms out (see baby clothing page for more info)
- If baby is in sleeping bag, arms are out



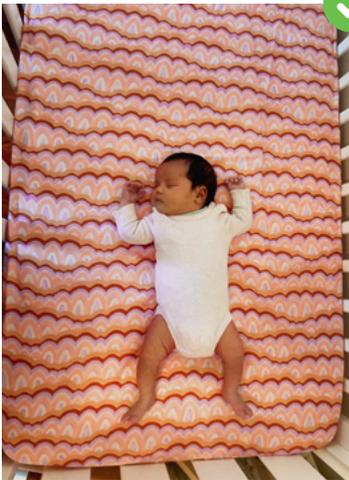
unsafe sleeping position in a cot

- Baby on tummy
- Baby on side
- Props/wedges
- Breastfeeding pillows
- Positioners
- Nests or in-cot sleeping devices
- In an inclined position



safe baby clothing

- Safe Wrapping: use lightweight wrap, no additional zips, velcro or fasteners
- Safe Sleep Bag: with fitted neck, armholes and no hood, with no extra blankets
- If not wrapped or not in a sleep bag: make sure to use a lightweight sheet and blanket firmly tucked in



unsafe baby clothing

- Head coverings on baby (hats, hooded clothing, beanies)
- Teething necklaces and bracelets
- Jewellery
- Sleeping bag without armholes and/or with a hood
- Cocoon type swaddles with zips and arms in
- Headbands



safe nursery set up

- Nothing in the cot - no toys, pillows or cot bumpers
- Cot set up away from cords or curtains



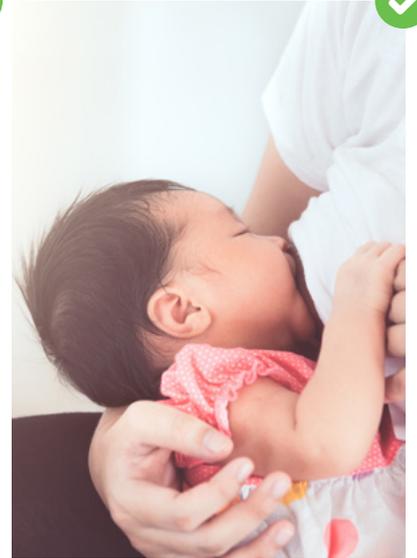
unsafe nursery set up

- Keep cots and beds away from dangling cords such as blinds
- No mobiles / bunting over or near the cot
- No blankets, toys or bunting on cot railing
- Make sure all furniture is bracketed to wall
- No furniture, heaters, wall art, accessories or plants within reach of the cot



other safe image examples

- Tummy Time
- Nursing
- Baby being safely wrapped or changed
- Baby with adult or caregiver
- Awake and alert



images not advised

- Baby asleep on an unsafe sleep surface (rocker, pram, couch, bean bag)
- Baby asleep in bed with parents/carers
- Cosleeping unsafely (including multiple children, baby in between parents, adult bedding near baby and wrapped/swaddled baby)
- Incorrect use of a baby sling
- Baby asleep in car seat or capsule
- Baby asleep in adult bed or on couch
- Sleeping with pets



To reduce the risks of SIDS and fatal sleep accidents

Our six Safe Sleep recommendations

1. Always place baby on their back to sleep
2. Keep baby's face and head uncovered
3. Keep baby smoke free, before and after birth
4. Safe sleeping environment, night and day
5. Sleep baby in a safe cot in parents' or caregiver's room for the first 6-12 months
6. Breastfeed baby